

UNIVERSITY MISSOURIAN

Published daily except Saturday by the students in the School of Journalism at the University of Missouri.

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University Missourian Association, Inc.
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Address all communications to UNIVERSITY MISSOURIAN, Columbia, Missouri.

Office: Virginia Building, Downstairs
Phones: Business, 55; News, 274.
Entered at the postoffice, Columbia, Mo., as second-class mail.

Year, \$2.00; month, 25 cents; copy, 5 cents.

A PERFECT BOOK

Is it possible to make a perfect book? Perfect in this case would evidently mean without an error or flaw of any kind, as to spelling, grammar, construction, typography and the like. Of course discussion might naturally arise as to what is to be considered a really perfect book.

But once it is decided, let the enthusiasts set about the preparation of the book. Nothing may be left undone to achieve the purpose, yet the object is hardly attainable. Experienced and skilled printers say that a book absolutely perfect has never been given to the world.

Here is an account of one attempt. A publishing firm made an attempt to produce a perfect book. Only expert compositors were employed to set the type. The proof sheets were entrusted to the most careful and learned editors that could be found and were afterwards re-read by fifteen selected proof readers, each of whom was offered \$50 for every error discovered. At the end of these arduous labors the book was issued to the public, and it was then discovered that two glaring errors were in the first chapter.

So don't blame the newspaper for transposed letters.

SUFFRAGE CAMPAIGNS

The old bromide "Women have a right to vote" argument never won a campaign for the suffragists.

Neither did the men's staple argument, "Woman's place is in the home," really convince anybody who hadn't already adopted the "anti" slogan.

To the man sitting on the fencepost, watching the conflict with unprejudiced eye, it seems that the campaigns that they wage are the best arguments in behalf of the suffragists.

Their ability to move mountains of prejudice, to overcome the most serious obstacles, to meet and defeat (in an increasing number of instances) the seasoned campaigners, to build up a solid organization and handle their campaigns on thoroughly businesslike and practical methods, to fight fire with fire, and to pick themselves up after every defeat and grimly begin working for the next campaign—all these have gained them more adherents than all the high-sounding arguments ever advanced in favor of equal suffrage.

Women won the vote in a few western states a dozen years ago, not because they asked for it but because they fought for it and fought for it hard enough to defeat their opponents. They won in Illinois two years ago for the same reason. They will win in other states because they are proving themselves efficient campaigners.

The world loves a game fighter, one who meets the issue squarely and never gives up.

Looking Backward

Fifty Years Ago.
"Prospects for early railroad connections between Missouri and the East are encouraging."

Thirty Years Ago.
"It is said that Senator Cockrell's great speech against the Logan bill is responsible for the defeat of the bill."

Twenty Years Ago.
"Columbia has been the county seat of Boone County since 1821."

Ten Years Ago.
"Boone County horses won nineteen awards in a recent horse show at Los Angeles."

Five Years Ago.
"There are about 6,000,000 farmers in the United States."

Pig-Club Boosters to Meet.
All those interested in pigs and pig clubs are requested to meet in the office of the county superintendent of schools at the courthouse Saturday afternoon to form an organization.

CHURCH AFFECTED BY WAR, TOO

Methodist Conference May Change European Organization.

SARATOGA SPRINGS, N. Y., May 4.—A proposition will be considered by the Quadrennial Methodist Conference now in session here to change the method of Episcopal oversight in Africa to save money and time. The bishop for Southern Europe, if there is one, may be made bishop for Africa also. The war has made a dividing line in Europe for Methodism as well as other communions. At present the only Methodist bishop for the Continent is the Rev. Dr. John L. Nuelson, whose official residence is at Zurich, Switzerland.

Other bishop's timber at home may be the Rev. Dr. William F. Oldham and the Rev. Dr. Frank Mason North, both secretaries of the board of foreign missions in New York; the Rev. Dr. Herbert Welch of Ohio Wesleyan University; the Rev. A. W. Leonard, Seattle, Wash.; the Rev. Dr. C. E. Locke, Los Angeles, and the Rev. Dr. Clarence True Wilson, Topeka, Kan., secretary of the Methodist Temperance Board.

The two bishops at home who automatically retire at Saratoga because of their ages are Bishop Earl Cranston of Washington, D. C., and Bishop John W. Hamilton of Boston.

The Methodist law is that bishops must be retired at the conference nearest their seventieth birthday. Bishop Cranston just missed retirement at Minneapolis.

Missionary bishops who will be retired are Bishop Merriman C. Harris of Japan and Bishop Joseph C. Hartzell of Africa.

Boone County Farm Sold.

A deal has been concluded through Batteredton and Estes, real estate dealers, in which Mrs. Mary F. Alton of Hinton, Mo., sold her 17-acre farm to R. L. Lital of Fayette, Mo., for \$1700.

TELLS OF DIRECT ADVERTISING

George F. McKenney Speaks—L. E. Holland on Honest Publicity.

"Direct advertising is more than an outlay for printing and the possession of a mailing list," said George F. McKenney, general manager of Rahe's Automobile Training School of Kansas City, at Switzer Hall yesterday. "All selling is done direct and advertising is news; if it is not news it should not be printed. Direct advertising, a secondary force to newspaper copy, is the best force to bring about sales. The mailing list is an important adjunct to any business."

Mr. McKenney told of personal experiences in keeping the friendship of customers. He said that many merchants made a success from the start in adding new lines by taking into their confidence and asking the judgment of customers.

L. E. Holland, superintendent of the Teachener-Bartberger Engraving Company, talked on "Honest Advertising." "We should not talk of 'dishonest advertising,'" said Mr. Holland, "because it is more than that; it is dishonest merchandising. The two are so closely related that one cannot speak of one without the other."

Mr. Holland told of his work as a

member of the vigilance committee of the Associated Advertising Clubs of the World.

"Thirty-two states now have 'pure proving advertising must come from advertising' laws, but the work of im- among the workers themselves."

MORSE

SCHOOL OF EXPRESSION
St. Louis, Mo.

Musical Art Bldg.
Advanced educational methods. Public speaking. Physical training. Voice. Best equipped Dramatic School in the middle west. Send for catalog.

ASK FOR and GET HORLICK'S

THE ORIGINAL MALTED MILK

Cheap substitutes cost YOU same price.

Any time is the right time for a glass of
Coca-Cola
Morning, noon, or night—For a thirst quencher, or just for a delicious healthful beverage—you will find a new pleasure in every refreshing glass.
THE COCA-COLA CO. Atlanta, Ga.
Demand the genuine by full name—nicknames encourage substitution.

HAMMOND TYPEWRITERS

Rebuilt Like New.
Special Club

Prices until June 1st., only, on payments of 10c per day. Apply to the editor or address

Hammond Typewriter Co.,
720 Victoria Bldg., St. Louis, Mo.

FRUITS and all kinds of VEGETABLES

FRESH EVERY DAY
"THE SUNNYSIDE GROCERY"
Dodd & Armstead
Phone 32 Phone 32

PROSPERITY
the new Spring and Summer
Idee COLLAR
2 for 25c
GEO. P. IDE & CO., Makers, TROY, N. Y.
Also Makers of Idee Shirts

GLOBE CLOTHING COMPANY.

HP FLOUR
Per 100 Lbs. \$3.20
50 Lbs. 1.60
25 Lbs. .80

Hen Feed, 100 Lbs. \$1.85
Chick Feed, " 2.00
Dry Mash, " 1.85
Bran, - - " 1.00

BOONE COUNTY MILLING CO.

Ready Reference Ads

We Will Repair It
All work guaranteed. We specialize on Watches, Clocks and Jewelry
GOETZ & LINDSEY
918 Broadway

ZIEGLER
His orchestra will do any kind of society playing after the show or afternoons.
Phone 875 white

IF YOU RIDE OR DRIVE
You will like our horses best. General livery and feed stable.
BUGG & BALLEW
S. Eighth St. Phone 61

Dr. H. E. Stephenson
DENTIST
408-10 Guitard Bldg.

Thompson's ORCHESTRA
1 to 10 pieces
or dances and other entertainments
PHONE 632

TALK ABOUT
MR. GLANCY
AND
THE MARQUETTE HOTEL
ST. LOUIS
A HOTEL for your Wife, Mother or Sister

April 1916 Gained 1,732 Inches of Advertising Over April 1915.

The merchants of Columbia again showed their confidence in Missouriian advertising by purchasing 7,052 inches of space in April 1916 just passed. This was exactly 1,732 inches more than they used in the Missouriian in April 1915. The figures for April 1915 and 1916 as well as the excellent record for the last eight months follow:

April 1916	7,052 Inches
April 1915	5,320 Inches
Gain in Inches	1,732
Gain in Columns	86 3-5
September, 1915	7,720 Inches
September, 1914	4,877 Inches
Gain in Inches	2,843 Inches
Gain in Columns	142 3-20
October, 1915	6,807 Inches
October, 1914	4,811 Inches
Gain in Inches	1,996 Inches
Gain in Columns	99 4-5
November, 1915	6,777 Inches
November, 1914	4,973 Inches
Gain in Inches	1,804 Inches
Gain in Columns	90 1-5
December, 1915	7,111 Inches
December, 1914	6,222 Inches
Gain in Inches	889 Inches
Gain in Columns	44 9-20
January, 1916	5,883 Inches
January, 1915	5,428 Inches
Gain in Inches	455 Inches
Gain in Columns	22 3-4
February, 1916	6,850 Inches
February, 1915	5,418 Inches
Gain in Inches	1,432 Inches
Gain in Columns	71 6-10
March 1916	7,732 Inches
March 1915	5,702 Inches
Gain in Inches	2,030 Inches
Gain in Columns	101 1/2

Since September 1915, the Missouriian has gained a total of **13,181 Inches or 659 1-20 Columns**

of paid advertising over the same period of the previous year. In this same period the Missouriian has printed 146 full pages more of news matter than the paper printed in the same eight months of the previous year.

In Circulation, Advertising, News, Editorial Prestige—in every way—the year 1915-16 bids fair to be a year of remarkable growth on the part of the Missouriian.

This growth is all the more remarkable when it is considered that the Missouriian in the eight years of its existence has never printed a line of liquor or patent medicine advertising and in the last three years no cigarette advertising.

The Missouriian has twelve carrier boys who cover Columbia thoroughly each evening with the daily edition of the paper. The circulation of the Missouriian is now well in excess of 2,000 daily. The Missouriian is a member of the Audit Bureau of Circulations; The Missouri Press Association; the Gilt Edge Newspapers; and the Missouri Associated Afternoon Newspapers. It receives the daily dispatches of the United Press Association.

Merchants who place their advertising with the same care they take in their buying of other merchandise will do well to include the Missouriian in their trade extension plans for 1916.